

CLAIMS

1. A method of broadcasting multimedia information over a data network comprising;
- detecting at least one system user connected to receive a the multimedia information;
- 5 employing identification information associated with the at least one system user to retrieve demographic information for the at least one system user;
- broadcasting the multimedia information over the data network to the at least one system user;
- detecting a commercial break during broadcasting of the multimedia information;
- 10 based on the demographic information retrieved for the at least one system user, identifying an appropriate commercial; and
- transmitting the appropriate commercial to the at least one system user during the commercial break.
2. The method of Claim1 further comprising the step of during the commercial
- 15 break, simultaneously broadcasting at least two different commercials to at least two of the at least one system users.
3. The method of Claim 1 wherein the multimedia information comprises at least one of: a multimedia file stored in memory and a live program received from a remote source.
- 20 4. The method of Claim 1 further comprising the step of monitoring the at least one system user receiving a particular one of the broadcast multimedia presentation and creating a listing of demographic information.
5. The method of Claim 4 wherein the step of detecting a commercial break is performed for ad hoc commercial breaks.

6. The method of Claim 1 further comprises the step of identifying one or more appropriate commercials based on the time available during an identified commercial break.

7. The method of Claim 1 wherein the step of identifying an appropriate commercial comprises of analyzing a plurality of items in the demographic information.

8. The method of Claim 7 wherein the demographic information includes at least one of: age, sex, and geographic location of the at least one system user.

9. The method of Claim 1 further comprising the step of querying the least one system user to provide the demographic information when the connection is established.

10. The method of Claim 1 further including the step of presenting an interactive component in the broadcast of the at least one commercial whereby additional information may be retrieved from the memory based on the at least one system user's response to the interactive component.

11. The method of Claim 1 wherein the identification information comprises at least one of: detected I.P. address and login ID.

17. The system of Claim 12 wherein the server is further configured to query the at least one system user for the demographic information when the connection with the server device is established.

18. The system of Claim 12 wherein the server is further configured to present an interface to the at least one system server through which a plurality of multimedia programs are selectable for broadcasting over the data network.

19. The system of Claim 12 wherein the server is further configured to select the appropriate commercials to be broadcast based on time available during the detected commercial break.

20. The system of Claim 12 wherein the server is further configured to select the commercials to be broadcast based on an analysis of a plurality of items of the demographic information for the at least one system user.

21. The system of Claim 12 wherein the server is further configured to include interactive elements in the commercials transmitted to the at least one system user, where upon detected activation of the interactive element, additional information is retrieved and transmitted to the at least one system user.